

Action Agenda 1999-2004

What Western Kentucky University Will Do to Advance Kentucky's Reform of Postsecondary Education

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Why is it important for Kentucky to have Western Kentucky University as one of its comprehensive universities?

- WKU will produce nationally and globally competitive graduates.
- The university will provide optimal service and lifelong-learning opportunities for its constituents, notably those in western and south-central Kentucky.

How will WKU enroll, retain, and graduate more students?

- Pursue an innovative and aggressive marketing and recruitment plan that increases numbers of academically talented and highly qualified students, both graduate and undergraduate
- Increase student access by offering more courses where and when students want and need them, through distance learning (including the Kentucky Commonwealth Virtual University) and the WKU community college among other means
- Create a campus culture that leads to increased diversity of the student body
- Improve students' transition into the university by increasing their awareness of academic programs, admission requirements, and scholarships
- Raise undergraduate retention and graduation rates
- Create a stimulating campus environment that promotes student learning and increases retention
- Increase financial aid through public and private resources to allow Western to recruit top students

How will WKU and the publics it serves become more engaged with one another?

- Work with other institutions, elementary and secondary schools, government, business and industry, and community agencies to encourage more people to go to college and to advance community and economic development
- Increase educational access and lifelong learning through expansion of the community college and distance learning
- Provide cultural events for area residents as well as students and others closely associated with the university
- Engage alumni in the life of the university and promote the importance of lifelong relationships with and among students, faculty, staff, and alumni

How will WKU know whether it has done what it says it will do?

- Increase overall student enrollments by 10 percent, and increase average ACT composite score of full-time, first-time freshmen on the main campus to 22.5 or a high school GPA of 3.0 or better; increase the number of international students by 10 percent, minority students by 10 percent, nontraditional student enrollments by 15 percent, and academically talented freshmen by 25 percent
- Provide 25 new, endowed scholarships to attract academically talented students
- Increase student enrollment in distance learning courses by 50 percent
- Increase quality of graduate students by providing competitive assistantship stipends, tuition waivers, or grants at least equal to those of benchmark institutions
- Increase retention of first-time, full-time freshmen by more than 10 percent
- Achieve high quality of living and services provided by Residence Life as measured by student satisfaction ratings of at least 90 percent
- Achieve 25 percent increase in student participation in campus life activities and 50 percent increase in weekend student life programs
- Increase graduation rate by 25 percent by 2008
- By the year 2000, provide students with contract option that guarantees four-year completion of baccalaureate degree program – students who meet criteria for enrollment and successful learning are guaranteed access to needed courses
- Increase by 20 percent activities between WKU faculty and students and elementary and secondary schools
- Offer at least 10 WKU programs jointly with other postsecondary educational institutions.
- Increase by 20 percent partnerships with community businesses or agencies and governmental agencies
- Establish appropriate academic and service unit outside advisory councils
- Increase by 100 percent enrollment in continuing education and training activities and courses
- Increase enrollment in community college and off-campus centers by 25 percent